

**JANUARY 10, 2007 MINUTES
RECRUITMENT AND RETENTION COMMITTEE
LOUDOUN COUNTY FIRE RESCUE COMMISSION**

MEMBERS PRESENT:

Bill Lyden, R&R Chair, Co.15; Joanna Parrott, Co.5; Barbara Murphy, Co.6; Clay McCuiston, Co.8; Chris Sutherland, Co.9; Dan Cahill, Co.11; Bev Taylor, Co.11; Sheila Brendel, Co.12; Roy Ryman, Co.13; Kate Juzbasich, Co.15; Gwen Kjellberg, Co.15; Karen McQuaid, LCFR Volunteer Program Manager

Bill Lyden called the meeting to order at 1935.

2007 R&R CAMPAIGN SUB-COMMITTEE:

The sub-committee met before this meeting to discuss the effectiveness of the 2006 campaign and to initiate planning of the 2007 campaign. Attendees: Clay McCuiston, Co.8; Roy Ryman, Co.13; Barbara Murphy, Co.6; Kate Juzbasich, Co.15, Gwen Kjellberg, Co.15, and Karen McQuaid, LCFR Volunteer Program. Karen noted that 82% of the respondents to the 2006 campaign said that they had heard the radio ads; the movie theater ads were the least effective.

Karen summarized the points identified by the sub-committee:

- Advertise in the West
- FAQ(s) needed
- Station resources - refer a prospective member to another station if they don't work with your station
- Recognition - more routine
- Business discounts
- Retention training (professional trainer?)
- Emphasize the benefit of personal growth and leadership
- Training standards and training credits
- Co-station trainings

Advertisement methods liked: radio, local papers, posters, banners, church bulletins, table cloth for R&R table, and R&R table at functions and events.

2007 CAMPAIGN:

Discussion of the sub-committee meeting and how to proceed with the 2007 campaign was held. Bill identified the source and the funds available to use for the campaign:

- \$38,000: Rescue Squad Assistance Fund
- \$15,000-16,000: SAFER grant funds for year 2007
- \$15,000: Karen's budget (use by 6/30/07)

After discussion, action items were identified:

- Karen will compile a list of radio stations to use for the campaign and email the list to the group for feedback
- Karen and Chris Lichvar will compile a list of newspapers to use for the campaign

A motion was made (Bev Taylor), seconded (Dan Cahill) and passed to give Captus Communications the list of radio stations and the amount of funds available for use and request a campaign proposal by the next R&R meeting (2/14). The proposed campaign is expected to run in the early April – May timeframe.

MONTHLY VOLUNTEER ORIENTATIONS:

Committee members are requested to assist with the monthly Volunteer Orientations. Allie Love will present the 1/16 Orientation. A Trainer signup sheet was circulated for the 1/16, 2/22 and 1/13 orientations:

Tuesday 1/16: Dan Cahill, Sheila Brendel, Gwen Kjellberg, Roy Ryman

Thursday 2/22: Gwen Kjellberg, Bev Taylor, Roy Ryman

Tuesday 3/13: Gwen Kjellberg

TRAINING ADVISORIES:

Chris reported that many new Training Advisories (TAs) have been posted on the LCFR web site and that new TAs are expected to be posted 30 days in advance of the class start date. He is working on a program to track new members that are submitting TD-TRs.

LEADERSHIP:

Bill asked that ideas for future leadership be sent to him and noted that Sara Gaba will present the first Retention seminar again on Saturday, 1/20, 0900 at Sterling station 25; lunch is provided.

VOLUNTEER GRADUATION:

Karen noted that the next volunteer graduation ceremony is scheduled for Thursday, 1/25, 1900 at Heritage HS. Invitations have been sent to the graduates, politicians have also been invited.

FIRE RESCUE AWARDS BANQUET, MAY 17, 2007:

Karen reported the start times for cocktails (1800) and dinner seating (1900) and that a keynote speaker is still needed for the banquet.

She also requested that committee members begin soliciting door prizes, identify others that could solicit and that everyone coordinate with and report their efforts to Chris who

will compile a master list of those solicited/results. Committee letterhead and a generic solicitation letter have been generated; Karen will send to the group to use.

A motion was made (Clay McCuistion), seconded (Joanna Parrott) to invite career staff to the banquet and to change the name of the banquet to the Annual Volunteer Awards Banquet. After discussion, the name change was tabled, the motion amended to invite career staff to the banquet, seconded and passed.

Chris Sutherland suggested that an award be created for the career staff.

The meeting was adjourned at 2035.